



ATF Typographic Accessories



Specimen Catalog and Price List

Ornaments
Handypacks
Initials
Monograms
Auxiliary Fonts
etc.

JUNE 1957

ATF

Ornaments and Typographic Accessories

do away with expensive art work, eliminate the necessity of having electros made . . . and what's more, most designs shown were created by some of the world's finest graphic artists. By using ATF cuts, their services are at your disposal . . . at extremely low cost!

ATF Typographic Accessories are precision cast of foundry metal and possess all the printing and wearing qualities of ATF type. They're easy to print from, too!

All accessories shown in this catalog are sold in convenient sized fonts or Handypack assortments at reasonable prices.

All prices listed are for complete fonts. Fonts contain the entire assortment illustrated and the small figure frequently shown under a cut indicates how many of that particular design are contained in the font.

We regret that we are unable to sell single cuts, initials, ornaments or other designs illustrated. However, any character or design in this catalog may be purchased as sorts, in a minimum quantity of one 6" line per character. Prices for sorts are shown in our Descriptive Index of type faces.

For best service, send your orders for type and accessories to the ATF type dealer in your area.

All prices are subject to change without notice.

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Troyer Zodions *Complete fonts shown*

36 pt. . . . \$3.75



48 pt. . . . \$4.45



Typecast Antiques *Figure under each unit shows how many of each a font contains*

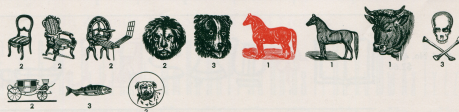
36 pt. . . . \$3.75



42 pt. . . . \$2.50



48 pt. . . . \$4.45



60 pt. . . . \$3.10



Troyer Ornaments Figure under each unit shows how many of each a font contains

Figure under each unit shows how many of each a font contains

36 pt. No. 3601
\$3.75



36 pt. No. 3602
\$3.75



36 pt. No. 3603
\$3.75



36 pt. No. 3604
\$3.75



48 pt. No. 4801
\$2.65



48 pt. No. 4802
\$2.65



Troyer Ornaments (continued) Figure under each unit shows how many of each a font contains



Mr. and Mrs. Thomas A. Crown
are happy to announce the birth of
Mary Elizabeth
at 9 o'clock a.m. on February 10, 1955



MERRY CHRISTMAS

Troyer Christmas Ornaments

2401
24 pt. . . . \$4.05



3606
36 pt. . . . \$3.75



3607
36 pt. . . . \$3.75



4810
48 pt. . . . \$2.65



4811
48 pt. . . . \$2.65



4812
48 pt. . . . \$2.65



4813
48 pt. . . . \$2.65



Christmas Ornaments

(See also Handypacks Nos. 60, 61, 63 and Troyer Ornaments)

Figure under each unit shows how many of each a font contains



36 pt. A1 ... \$2.50



48 pt. B1 ... \$1.75



60 pt. C1 ... \$2.05



72 pt. D1 ... \$2.20



72 pt. E1 ... \$2.20



72 pt. F1 ... \$2.20



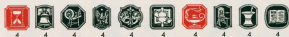
84 pt. G1 ... \$2.50



Cameo Typecuts

Figure under each unit shows how many of each a font contains

24 pt. . . . \$2.00



36 pt. . . . \$2.50



48 pt. . . . \$1.75



60 pt. . . . \$2.05



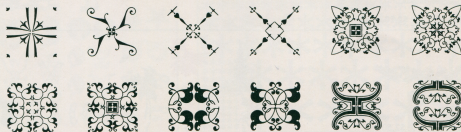
72 pt. . . . \$2.20



Bradley Combination Ornaments

Figure under each unit shows how many of each a font contains

24 pt. . . . \$4.40

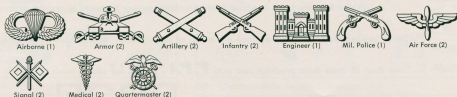


Armed Forces Typecuts *Figure under each unit shows how many of each a font contains*

24 pt. A . . . \$2.00



36 pt. B . . . \$2.50

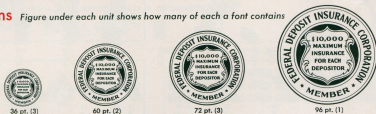


36 pt. C . . . \$2.50



F. D. I. C. Emblems *Figure under each unit shows how many of each a font contains*

Assortment \$4.15



Arrow Indicators *Figure under each unit shows how many of each a font contains*

12 pt. . . . \$1.45

18 pt. . . . \$1.75

24 pt. . . . \$2.00

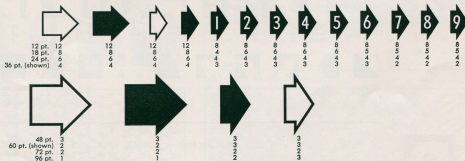
36 pt. . . . \$2.50

48 pt. . . . \$1.75

60 pt. . . . \$2.05

72 pt. . . . \$2.20

96 pt. . . . \$2.70



Combination Arrows *Complete font shown*

12 pt. . . . \$2.40



ALPHA-BLOX

(Linear and reverse)



What are Alpha-Blox?



Alpha-Blox are types on whose printing surfaces appear a variety of straight sections, curves, L's and T's.

Set in building-block fashion, they form the letters of the alphabet, figures, borders, ornaments, etc. For instance

two each of these three precision cast units  can be made up quickly into the letter 

Substituting a few elements  affords a new range of designs.

The two styles made, linear  and reverse , are cut to register.

They may also be used this way  or in two colors . Available in 12, 24 and 36 pt.

12 PT. USED IN ABOVE EXAMPLE

CHARACTERS IN COMPLETE FONTS (24 PT. SHOWN):

















Linear

QUANTITY
IN FONT {

															
12 pt. 90	22	50	40	20	100	10	16	10	6	4	10	6	4	10	6
24 pt. 44	14	30	24	12	56	6	12	6	4	4	6	4	4	6	4
36 pt. 32	10	24	16	8	40	4	10	4	4	4	4	4	4	4	4

Reverse

QUANTITY
IN FONT {

															
12 pt. 100	20	46	36	18	120	10	18	16	10	6	4	60	20	20	20
24 pt. 44	14	30	24	12	56	6	12	10	6	4	4	42	8	8	8
36 pt. 32	10	24	16	8	40	4	8	8	4	4	4	36	8	8	8

Prices per font: LINEAR: 12 pt. . . . \$ 7.85 24 pt. . . . \$13.20 36 pt. . . . \$17.60 REVERSE: 12 pt. . . . \$ 9.70 24 pt. . . . \$15.85 36 pt. . . . \$22.00

RUTHERFORD
RIGGS

STAR

United States Flag Typecuts

Figure under each unit shows how many of each a font contains

Attention is called to the fact that the laws of the United States and many individual states restrict or prohibit the use of the United States flag in advertising and business printing. All typecuts or type representations of the flag that are made, sold or offered for sale by American Type Founders are made and sold on the condition that they are not to be used in any manner that is prohibited by these laws.



12 pt. No. 1201 . . . \$2.40



18 pt. No. 1801 . . . \$2.35



24 pt. No. 2401 . . . \$2.70



36 pt. No. 3601 . . . \$3.40



72 pt. No. 7201 . . . \$2.20



48 pt. No. 4801 . . . \$1.75



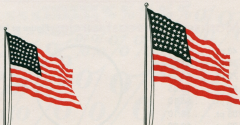
120 pt. No. 12001 . . . \$3.25



60 pt. No. 6001 . . . \$2.05



96 pt. No. 9601 . . . \$2.60



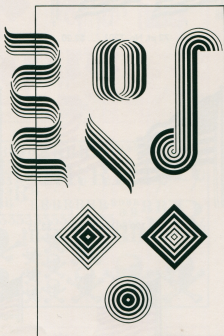


Ombree Ornaments

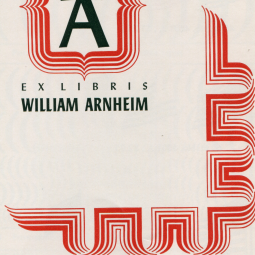
Ombree Ornaments enable the creative printer to turn out a distinctive piece of printing without extra cost for art work and engravings.



Complete font \$5.60 • Figure under each unit shows how many of each a font contains



EX LIBRIS
WILLIAM ARNHEIM



Mortised Typecast Circles

Figure at left and right of size shows how many of each a font contains

48 pt. . . . \$4.00
60 pt. . . . \$4.65
72 pt. . . . \$4.95
84 pt. . . . \$5.65
96 pt. . . . \$6.10
108 pt. . . . \$8.10
120 pt. . . . \$9.30



4 48 pt. 5
3 60 pt. 4
3 72 pt. 3
2 84 pt. 3
2 96 pt. 2
2 108 pt. 2
1 120 pt. 2
84 pt. shown



Cheltenham Perpetual Calendars

6 pt. No. 601	\$1.30
6 pt. No. 602	\$1.30
8 pt. No. 801	\$1.40
8 pt. No. 802	\$1.75
10 pt. No. 1001	\$1.75
10 pt. No. 1002	\$1.75
12 pt. No. 1201	\$1.90
12 pt. No. 1202	\$2.40
18 pt. No. 1801	\$1.75
18 pt. No. 1802	\$2.35

18 pt. No. 1802	1955 JUNE 1955	18 pt. No. 1801	1960 JANUARY 1960
12 pt. No. 1202	SUN MON TUE WED THU FRI SAT	12 pt. No. 1201	Su Mo Tu We Th Fr Sa
1956 JULY 1956	1957 AUGUST 1957	1961 FEBRUARY 1961	1962 MARCH 1962
SUN MON TUE WED THU FRI SAT	SUN MON TUE WED THU FRI SAT	Sa Su Mo Tu We Th Fr Sa	Sa Su Mo Tu We Th Fr Sa
1 2 3 4 5 6 7	1 2 3 4 5 6	1 2 3 4	1 2 3 4
8 9 10 11 12 13 14	15 16 17 18 19 20	5 6 7 8 9	5 6 7 8 9
15 16 17 18 19 20 21	22 23 24 25 26 27	10 11 12 13 14 15 16	10 11 12 13 14 15 16
22 23 24 25 26 27 28	29 30 31	17 18 19 20 21 22 23	17 18 19 20 21 22 23
29 30 31		24 25 26 27 28 29 30	24 25 26 27 28 29 30
31			
1958 SEPT 1958	1959 OCT 1959	1963 APRIL 1963	1964 MAY 1964
Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Sa Su Mo Tu We Th Fr Sa	Sa Su Mo Tu We Th Fr Sa
1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4	1 2 3 4
7 8 9 10 11 12 13	14 15 16 17 18 19 20	5 6 7 8 9	5 6 7 8 9
14 15 16 17 18 19 20	21 22 23 24 25 26 27	10 11 12 13 14 15 16	10 11 12 13 14 15 16
21 22 23 24 25 26 27	28 29 30 31	17 18 19 20 21 22 23	17 18 19 20 21 22 23
28 29 30 31		24 25 26 27 28 29 30	24 25 26 27 28 29 30
10 pt. No. 1002	8 pt. No. 802	10 pt. No. 1001	8 pt. No. 801

Available in two styles, five sizes each, as shown. Font numbers ending in 1 are Cheltenham Bold Condensed figures, those ending in 2 are Cheltenham Bold. Fonts contain date logotypes, days of the week logotypes and blanks, 6, 8, 10 and 12 pts. fonts include sufficient type to set two months, 18 pt. fonts will set one month. Matching type to set names of months etc., may be purchased in separate fonts of Cheltenham Bold or Bold Condensed.

Miniature Perpetual Calendar Logotypes • Complete font \$10.35

TEXAS TRUST COMPANY

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

HOW THESE LABOR-SAVING LOGOTYPES ARE USED

A font of ATF Miniature Perpetual Calendar Logotypes contains logotypes in which each month in the year and one-letter abbreviations of the days of the week are cast in a single unit measuring 42x12 points. Figure logotypes are included for 28, 29, 30 and 31 day months beginning on each day of the week. Six-line figure logotypes are cast in units measuring 42x24 points while five-line units measure 42x20 points. Dotted blanks, cast on a unit 42x24 points, make it easy to even up the number of lines whenever necessary.

To facilitate the composition of vertical calendars, each font includes logotypes in which three-letter abbreviations of the days of the week are cast in a unit measuring 42x12 points, three-letter abbreviations of the months on 10x6 point logotypes and single figures are provided for setting the years.

Each font contains sufficient material to set two full years in either of the styles shown.

JANUARY S M T W T F S	FEBRUARY S M T W T F S	MARCH S M T W T F S	APRIL S M T W T F S	MAY S M T W T F S	JUNE S M T W T F S	JULY S M T W T F S	AUGUST S M T W T F S	SEPTEMBER S M T W T F S	OCTOBER S M T W T F S	NOVEMBER S M T W T F S	DECEMBER S M T W T F S
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

SMITH'S DELICATESSEN Calendar for 1958											
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Letterpress Imprints • 6 pt. font \$2.10

Font contains: PRINTED LETTERPRESS IN U.S.A. 12 PRINTED BY LETTERPRESS 12

Lithograph Imprints • 6 pt. font \$2.10

Font contains: LITHOGRAPHED IN U.S.A. 16 PRINTED BY LITHOGRAPHY 12

Shaded Stars

Figure under star shows how many a font contains

12 pt. . . . \$2.40	30 pt. . . . \$2.20
18 pt. . . . \$2.35	36 pt. . . . \$2.50
24 pt. . . . \$2.70	48 pt. . . . \$1.75

12 point ★ 144	18 point ★ 72	24 point ★ 54
30 point ★ 28	36 point ★ 24	48 point ★ 9

Typecast Colorettes

















Figure under unit shows how many a font contains

6 pt. . . . \$2.10	6 point ● 72	12 point ● 36	18 point ● 18	24 point ● 12	30 point ● 9	36 point ● 6	48 point ● 3
12 pt. . . . \$2.40	12 point ● 12	18 point ● 6	24 point ● 4	30 point ● 3	36 point ● 2	48 pt. 4	60 pt. 3
18 pt. . . . \$2.35	18 point ● 6	24 point ● 4	30 point ● 3	36 point ● 2	48 pt. 3	60 pt. 2	72 pt. 1
24 pt. . . . \$2.70	24 point ● 4	30 point ● 3	36 point ● 2	48 pt. 3	60 pt. 2	72 pt. 1	96 pt. 1
36 pt. . . . \$2.50	36 point ● 2	48 pt. 3	60 pt. 2	72 pt. 1	96 pt. 1	120 pt. 1	
48 pt. . . . \$1.75	48 pt. 3	60 pt. 2	72 pt. 1	96 pt. 1	120 pt. 1		
60 pt. . . . \$2.05	60 pt. 2	72 pt. 1	96 pt. 1	120 pt. 1			
72 pt. . . . \$2.20	72 pt. 1	96 pt. 1	120 pt. 1				
96 pt. . . . \$2.70	96 pt. 1	120 pt. 1					
120 pt. . . . \$3.85	120 pt. 1						























Adstyle Figures Small figure shows how many a font contains

12 pt. . . . \$2.40	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
	8 7 7 7 7 7 7 7 7 8	8 7 7 7 7 7 7 7 7 8
18 pt. . . . \$2.95	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
	5 5 5 5 5 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5

Quillscript Flowers Small figure shows how many a font contains

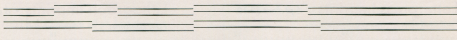
24 pt. No. 2401 . . . \$2.00	 18	 18	 18	 18	24 pt. No. 2402 . . . \$2.00	 12	 12	 12	 12
24 pt. No. 2403 . . . \$2.00	 12	 12	 12	 12	24 pt. No. 2404 . . . \$2.00	 9	 9	 12	 12

Penline Flourishes Small figure shows how many a font contains

36 pt. . . . \$2.50	 4	 4	 4	 4	 4	 4	 4	 4	 8	 4	 4
72 pt. . . . \$2.20	 2	 2	 1	 1	 2	 2	 3	 3	 2	 2	 2

Bodonian Book Dashes Complete font shown

6 pt. . . . \$2.10



Position Indicators Complete font shown

12 pt. . . . \$1.90



Leaders

6 pt. 40—6" lines
\$18.75

8 pt. 30—6" lines
\$14.75

10 pt. 24—6" lines
\$12.75

12 pt. 20—6" lines
\$11.50

Series 542 — Two Dots to the Em

..... 6 point

..... 8 point

..... 10 point

..... 12 point

Series 545 — Hyphen Face

----- 6 point

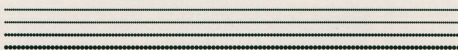
----- 8 point

----- 10 point

----- 12 point

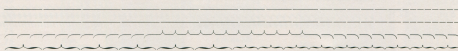
Centerface Typecast Dots Complete 12 pt. font shown (Same size face on all body sizes)

12 pt. . . . \$2.40
10 pt. . . . \$2.20
8 pt. . . . \$2.20
6 pt. . . . \$2.10



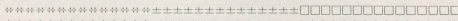
Braces and Dashes Complete 12 pt. font shown

12 pt. . . . \$2.40
10 pt. . . . \$2.20
8 pt. . . . \$2.20
6 pt. . . . \$2.10

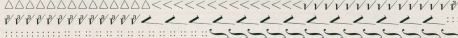


Algebraic Signs Complete 10 pt. font shown

10 pt. . . . \$2.20

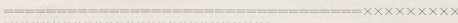


12 pt. . . . \$2.40

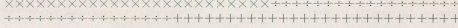


Arithmetical Signs Complete 10 pt. font shown

10 pt. . . . \$2.20



12 pt. . . . \$2.40



Astronomical Signs Complete fonts shown

12 pt. No. 1203

\$2.40



24 pt. . . . \$2.00



Franklin Gothic Cent Marks

¢ 14 pt. . . \$.95

¢ 30 pt. . . \$1.30

¢ 18 pt. . . \$1.00

¢ 36 pt. . . \$1.45

¢ 24 pt. . . \$1.10

¢ 48 pt. . . \$1.75

¢ 60 pt. . . \$2.05

¢ 72 pt. . . \$2.20

Conventional Symbols Complete 12 pt. font shown

[illegible]

Miscellaneous Signs Complete font shown

6 pt. . . . \$2.10

Century Oldstyle Fractions Complete 12 pt. font shown

18 pt.	. . .	\$1.75
14 pt.	. . .	\$1.65
12 pt.	. . .	\$1.45
10 pt.	. . .	\$1.40
8 pt.	. . .	\$1.40
6 pt.	. . .	\$1.30

Piece Fractions Complete 12 pt. font shown

[illegible]

Piece Accents

6 pt. . . . \$2.10 (2 pt. set) 6 pt. body, 2 pt. set 12 pt. . . . \$2.40 (4 pt. set) 12 pt. body, 4 pt. set

6 pt. bold \$2.10 6 pt. bold 12 pt. bold \$2.40 12 pt. bold

Reference Marks Complete 10 pt. font shown

10 pt. . . . \$2.20 *****
8 pt. . . . \$2.20                       

Side Sorts Complete 10 pt. font shown

[illegible]

Metal Braces Complete font shown

6 pt. . . . \$2.10

ATF Handypacks

\$3.75 EACH

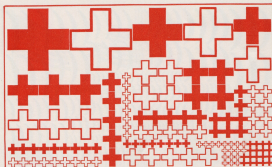
Choose from 46 useful assortments in covered boxes. These foundry cast type-cuts possess exceptional wearing qualities and sell at extremely low prices. No art work, no plates—they're as easy to use as a piece of ATF type.



1 Telephones



39 Stars



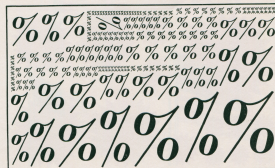
6 Geneva Crosses



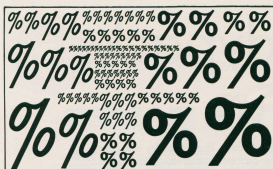
40 Cheltenham Bold Percent Marks, em and en set



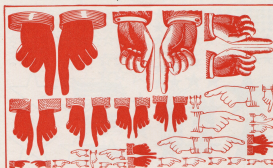
7 Business Reply Logotypes



41 New Caslon Percent Marks, wide and narrow



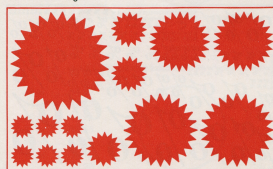
42 Gothic Percent Marks, wide and narrow



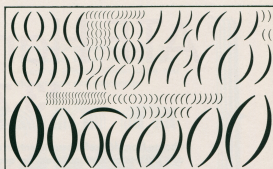
43 Fists



44 Medical Signs



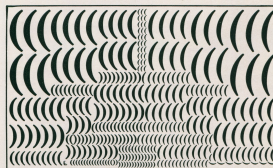
45 Slocum Seals



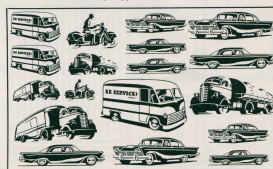
46 Parentheses for light thick-and-thin types



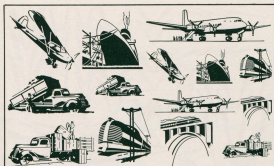
47 Parentheses for bold thick-and-thin types



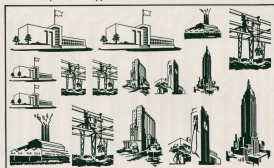
48 Parentheses for light types of medium contrast



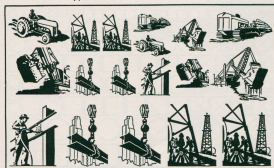
52 Transportation Typecuts



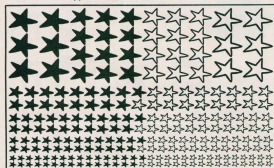
53 Transportation Typecuts



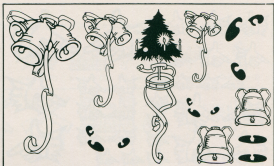
54 Industrial Typecuts



55 Industrial Typecuts



59 Modernistic Stars



60 Christmas Bells, one-and two-color



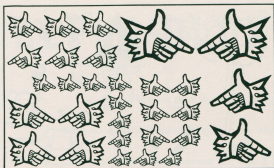
61 Poinsettias, two-color



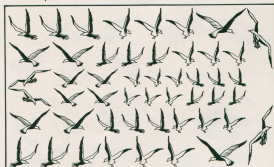
63 Holly Border, two-color



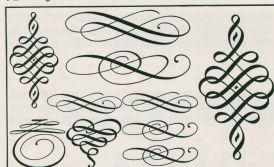
69 Bradley Decorators



70 Chapbook Pointers



72 Seagulls



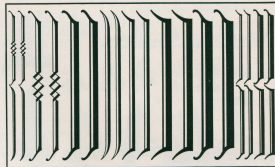
73 Civilite Ornaments



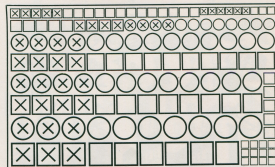
74 Tapered Corners



75 Lightning Flashes



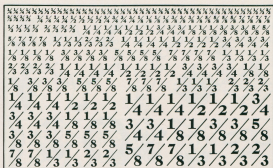
76 Advertising Brackets



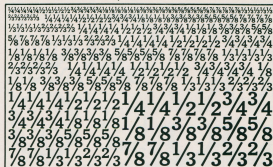
79 Ballot Signs



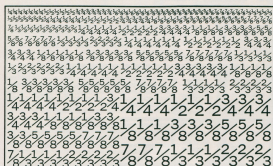
80 Republican and Democratic Party Emblems



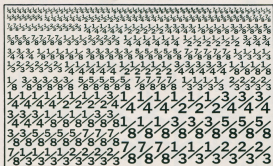
84 New Caslon Fractions, wide



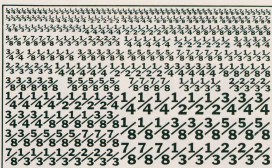
86 Cheltenham Bold Fractions



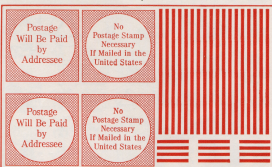
88 New Gothic Fractions, light



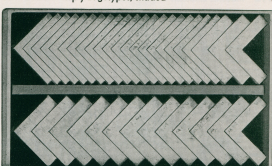
90 New Gothic Fractions, medium



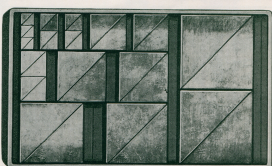
92 New Gothic Fractions, heavy



97 Business Reply Logotypes, shaded



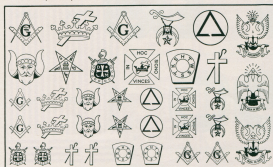
103 Corner Quads



104 Angular Quads



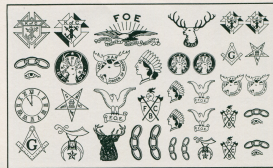
107 Orphic Spots



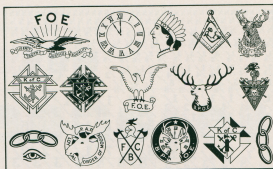
112 Masonic Emblems



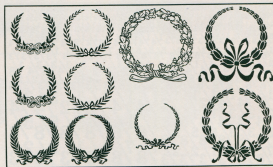
113 Masonic Emblems



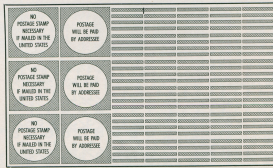
114 Fraternal Emblems



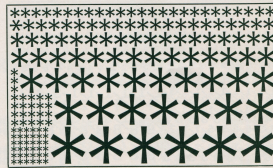
115 Fraternal Emblems



116 Decorative Wreaths



119 Business Reply Logotypes, 48 Point, Shaded



120 Modern Asterisks

Cloister Initials



72 point



60 point



48 point



36 point



Sold only in fonts containing one of each letter. 48, 60 and 72 pt. made in one color only.
Fonts contain tint blocks for background color.

Prices per font: 36 pt. one color \$4.70
36 pt. tint letter \$4.70

48 pt. one color \$ 6.70
60 pt. one color \$13.00
72 pt. one color \$19.85

Stationers Initials



Prices per font:

24 pt. one color or tint \$3.25
36 pt. one color or tint \$4.70
48 pt. one color or tint \$6.70

24 point



48 point

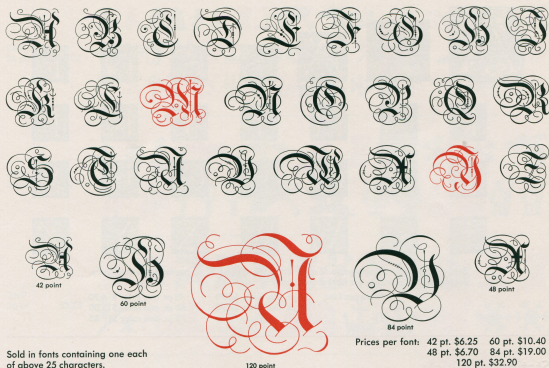


36 point



Sold only in fonts containing one of each letter

Dutch Initials



Hollywood Combination Initials

Outline Characters



Tint Characters



Fonts contain three characters of every letter in the alphabet and an *Mc* and *Mac*. The same character is cast in three different positions on the type body. With the exception of *M*, *W*, *Mc*, and *Mac* (cast 12 point set), all characters are cast 8 point set and require no justification. The *M*, *W*, *Mc* and *Mac*, when used with 8 point set characters, require slight justification in order to give the desired slope. Sold in complete fonts of outline or tint characters as described.

Prices per font: Outline \$11.10
Tint . . . \$11.10



Diamond Combination Monograms



60 point



48 point



36 point



Sold in fonts containing the 81 characters shown.



Prices per font: 36 pt. \$4.95 48 pt. \$5.95 60 pt. \$7.50

Elite Monograms



60 pt.



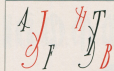
48 pt.



Font contains 3 of each of the characters shown except Mc. Sold in fonts only.

Prices per font: 36 pt. \$4.95 48 pt. \$5.95 60 pt. \$7.50

Broadway Monograms



Fonts contain one each of the larger letters A to Z and two each of the small letters. The larger letters are cast recessed at top and bottom to permit the insertion of the small characters without any justification. Sold in complete fonts containing one each of the 78 characters shown.

Price per font: \$13.90



Fifth Avenue Monograms and Frames



Fonts of initials contain three of each letter cast on 54 point body, and three of each letter cast on 24 point body. The M and W are 8 points wide; all other characters are 6 points wide. Sold in fonts containing 156 characters.

Frames are cast on 72 point body in two mortised pieces. The seven widths accommodate any two- or three-letter combination. Sold in fonts containing one pair of each of the 7 styles shown at right.



12 point mortise



14 point mortise



16 point mortise



18 point mortise



20 point mortise



22 point mortise



24 point mortise

Prices per font: Monograms \$9.25

Frames \$6.00

Newport Monograms

Sold in fonts containing three each of the one-color or tint characters shown.

Cost on 36 point body, 12 point set, except the I (9 point) and M and W (18 point). All cost to register for two color printings.



Outline Characters



Tint Characters



Price per font: 36 pt. outline or tint \$4.95



Virkotype Combination Monograms



Outline Characters



60 point



Tint Characters

Sold in fonts containing the entire 81 outline or tint characters shown.



Prices per font:

36 pt. outline or tint \$4.95

48 pt. outline or tint \$5.95

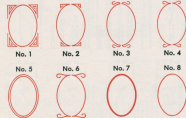
60 pt. outline or tint \$7.50



Virkotype Frames



STYLES



Prices per font of Frames:

36 pt. \$8.85; 48 pt. \$9.25; 60 pt. \$9.50

60 point Frames are made to be used with either series of 60 point Virkotype Combination Monograms; 48 point with 48 point Monograms; 36 point with 36 point Monograms. All three series of Frames are cast on 72 point body and are mortised to accommodate any three-letter combination. Sold in sets of eight styles as shown.



USES



Virkotype Tint Blocks



STYLES AND USES



60 point Tint Blocks are made to be used with 60 point Virkotype Combination Monograms; 48 point Tint Blocks with 48 point Monograms; 36 point Tint Blocks with 36 point Monograms. All three sizes of Tint Blocks are available in the four styles shown for two-, three-, four-, or five-letter monograms.

Prices per font of Tint Blocks:

36 pt. \$2.25; 48 pt. \$2.80; 60 pt. \$3.65

ATF Adcuts and Logotypes

Print Better—Last Longer—Cost Less—THAN ELECTROS

Company or personal signatures, trade-marks, emblems, symbols, designs can be cast in type in hard, long-wearing, foundry type metal. These are ADCUTS. Combinations of letters, points or figures can be set up in any ATF type and cast on single-piece bodies. These are LOGOTYPES. They may be firm names and addresses, heads on office or factory forms, imprints, envelope corner cards. They prevent errors on repeated use, reduce costs of composition and assure uniformity.

ADCUTS and LOGOTYPES can be cast in any desired number, and additional castings made any

time from the same matrices, at *less than the cost of electrotypes*. They print sharp and clean. The finest of lines are free from undercutting; counters are deep. They need no shoulder for tacking; can be trimmed flush with the design to exact point sizes that line up with type. They are the only practical means of dropping snugly into the body text company or product names in their characteristic styles.

Send your ATF type dealer a sketch and your specifications for a particular job and let him submit quotation and complete information.

American Type Founders



200 ELMORA AVENUE, ELIZABETH, NEW JERSEY





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200 Elmora Avenue, Elizabeth, New Jersey

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